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ABSTRACT

A project was conducted to prepare a catalog of duties and tasks, performance objectives and guides, and instructional materials that would enable schools to develop instructional programs designed to prepare persons to enter the career of auctioneering. An occupational survey of auctioneers was conducted; a writing team of auctioneers prepared the performance objectives; a draft copy of the "Auctioneer's Catalog" was prepared, field reviewed, evaluated and finalized; and a statistical summary of the occupational survey was developed. These two publications form the bulk of this document. The summary of occupational tasks showed that the auctioneers who perform the widest range of tasks are those who are selfemployed fulltime and who are associated with an auction house. It also showed that a wide range of duties are performed and should be incorporated in the catalog. The catalog contains tasks, performance objectives, performance guides, goals, and equipment needed by auctioneers. The 65 tasks covered in the catalog are organized into the following categories: obtaining sales merchandise for auctions; appraisal of items; maintaining a business office; advertising; pre-auction procedures; auction procedures; and post-auction procedures. A bibliography is also included in the catalog. (KC)

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Final Report

Auctioneering Training Certificate Program 93-1001

conducted by

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Harrisburg, PA 17110

June 30, 1981

Pennsylvania Department of Education
Bureau of Research and Evaluation
Research Coordinating Unit
for Vocational Education

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Preface

The career of auctioneering is a multi-faceted profession. According to the interests and abilities of the auctioneer, the individual may have established a small or large business or may be an employee of another person's auction business, work only part-time or involved full-time, may be a specialist in one type of merchandise, or a generalist involved with many types of items. The primary problem is to determine whether or not there is a common set of duties and tasks endemic to the entire profession or whether or not there is a significant variation of duties according to the type of role played, the place worked, or the type of goods auctioned. This project seeks to solve this problem as well as to present a solid basis of information upon which an instructional program can be constructed.

A number of persons have made considerable contributions to the completion of this report. I would particularly like to mention: Arden Merback, Quaker City Auctioneering, Clarence Ditenhaver, Associate in Higher Education of the Bureau of Vocational Education of the Commonwealth of Pennsylvania, and William R. Ferencz, Chairperson, Business and Management Services of Harrisburg Area Community College, and the members of the Board of Auctioneering Examiners and members of the Pennsylvania Auctioneering Association.

Abstract

PA 93-1001

Auctioneering Training Certificate Program
Charles H. Clark
Harrisburg Area Community College
Harrisburg, PA 17110

$23,680.00 Federal
.00 Non-Federal
July 1, 1980 - June 30, 1981

A. Purpose

The purpose of this project is to prepare a catalog of duties and tasks, performance objectives and guides, and instructional materials which will enable schools to develop instructional programs designed to prepare persons to enter the career of auctioneering.

B. Objectives:

1. Analyze the results of the occupational survey,
2. Aid a writing team of auctioneers prepare the performance objectives,
3. Prepare the initial copy of the "Auctioneer's Catalog,"
4. Conduct a field review of the Catalog,
5. Evaluate the results of the field review,
6. Prepare the final copy of the Catalog.

C. Outcomes:

The results of the analysis and review which was conducted by the project director were:

1. The development of a statistical summary of the "Occupational Survey,"
2. Compilation of the writing team's performance objectives,
3. The evaluation of the field review,
4. The compilation of the "Auctioneer's Catalog."

D. **Audience**

These results were obtained in cooperation with the Research Coordinating Unit of the Bureau of Vocational Education, the Board of Auctioneering Examiners, and the Pennsylvania Association of Auctioneers.

E. **Publications:**

1. A statistical survey of the results of the "Occupational Survey,"

2. "The Auctioneer's Catalog,"

3. Final Report.

Background

A. Statement of the Problem

The profession of auctioneering is becoming more complicated and sophisticated. It requires a greater number of abilities on the part of the auctioneer to successfully cope with the responsibilities and opportunities which are available. Certainly the beginning auctioneer of the future will require more knowledge and skills than were needed in the past in order to be successful. All too often in the past a person starting out in the field possessed too few skills for success and quickly failed. One problem area which this report seeks to solve is the delineation of the character of the profession so that a proper instructional program can be devised which will adequately train persons for the job.

The second problem is to investigate its multi-faceted nature. According to the interests and abilities of the auctioneer the individual may have established a small or large business enterprise, or may be employed by another person's auction business. Some work part-time while others are involved full-time. Many handle only one type of item while others handle many different types. Therefore, the survey is designed to determine those duties and tasks which are common to the entire profession and those which are endemic to the specialty areas; such as the types of merchandise sold, the role played or the place employed.

The primary impetus for this investigation comes from the Commonwealth Board of Auctioneers, which in cooperation with the Bureau of Vocational Education have stated the need for better preparation for persons training to be auctioneers.

B. Objectives

This investigation has been divided into three sections, the first contains the general goals of the project. The second covers the specific functions of the January to June, 1980 project and the third section covers the specific functions of the period July 1980 to April 1981. This segmentation of funtions was made necessary by the intrusion of the fiscal year into the middle of the project.

1. General

a. To determine the duties and tasks performed by auctioneers

b. To state the performance objectives and performance guides for each task

c. A list of tools and equipment for auctioneers.

d. To design a planned educational program of 30 credit hours at the post-secondary level which will enable a person to accomplish the tasks and performance objectives necessary to enter the auctioneering profession.

e. To prepare materials which are needed to instruct auctioneering courses which include the techniques of auctioneering, knowledge of the profession and professional opportunities for auctioneers.

f. The issues which are of primary concern to the auctioneering profession are:

(1) describing the auctioneering profession as it now exists.

(2) describing the auctioneering profession as it is expected to develop during the next ten years.

(3) preparing an educational program to prepare persons to enter the field of auctioneering.

(4) preparing an educational program which will enable licensed auctioneers to upgrade their professional skills.

2. **Fiscal Year January to June 1980**

a. To investigate the available sources of information regarding the duties and tasks of auctioneering.

b. To review the instructional programs already available in auctioneering.

c. The Procedures accomplished were:

(1) the completion of a State of the Art Review.

(2) the preparation of an Occupational Inventory Survey and its distribution to all of the auctioneers licensed by the Commonwealth of Pennsylvania.

d. A delineation of the auctioneering population to be surveyed.

3. Fiscal Year July 1980 to June 1981

a. The Objectives which were accomplished:

(1) Completion of the Occupational Survey,

(2) Final copy of the Auctioneer's Catalog.

C. Hypothesis

The primary hypothesis is that on the basis of the performance objectives and equipment analysis a viable instructional program can be devised which will prepare a person to meet the licensing requirements of the Board of Auctioneering Examiners and to prepare a person to enter the profession.

Procedures and Research Methods

A. An occupational survey was sent to 1,465 auctioneers licensed by the Commonwealth of Pennsylvania in order to determine the actual duties, tasks, tools, equipment, and materials related to the auctioneering profession. A background information sheet differentiated between the types of jobs held by auctioneers. They are as follows:

1. self-employed, full-time;
2. self-employed, part-time;
3. employed by another part-time;
4. employed by another full-time;
5. full-time self-employed, and part-time for another;
6. part-time self-employed, and full-time for another;

Also a record was maintained which differentiated between those who worked in an auction house and those who did not.

In addition the survey gave the auctioneer an opportunity to provide additional information concerning a particular aspect of auctioneering in which he or she was interested. The four questions were:

1. "What information do you have to add that will help me better understand your job?"

2. "What new tasks will emerge for the auctioneer of the future?"

3. "What topics should be included in an excellent educational background?"

4. "What type of instruction would be most suitable for updating a licensed auctioneer's knowledge of the profession and business?"

Altogether 716 surveys were returned of which 575 were useable. After comparing the results of each group of auctioneers with that of "Total Respondants" it was apparent that the information for "Total Repsondants" was most generally indicative of the nature of the profession. However, it can also be noted that those who are full-time, self-employed and who work in auction houses perform more tasks of the profession than those in the other categories.

Two statistical measures of the suitableness of each task to the auctioneering profession was determined. The first was the per-cent of auctioneers who responded to the survey who actually performed the task and the second was the average amount of time spent on a task relative to the time spent on the other tasks within the duty. Sometimes many auctioneers may perform a task but relative to the other tasks performed within that duty may spend a greater or lesser amount of time performing it, depending on the nature of the task.

In determining the tasks which should be included in the catalog it was decided to include the broad spectrum of tasks which "full-time, self-employed" and "aucton house" auctioneers performed in order to lay a basis for a comprehensive rather than a narrow educational program. In Appendix A is an analysis of the "Occupational Survey."

B. A **writing team** composed of three professional auctioneers, a professional writer, the project director and a coordinator from the Research Coordinating Unit reviewed the results of the occupational survey and decided which tasks could be combined, deleted and retained. Each auctioneer, then established the performance objectives and performance guides for the various duties he was assigned. After a review by the writers and project director the Auctioneer's Catalog was the final result.

C. **The Auctioneer's Catalog** is the culminating work of the project. It is placed in the format of a set of performance objectives for each duty. The performance objectives consist of a task, a performance standard, conditions and a set of performance guides. An educator who follows this information should be able to set up an instructional curriculum and courses which would thoroughly prepare persons to become auctioneers at the entry level. Obviously with the completion of the Catalog this project is completed. (See Appendix B)

Appendix A: Results of the "Occupational Survey"

A complete analysis of the information gathered from the survey is not given here, rather a summary of the data which is most related to the tasks of the auctioneer. The intent of Chart I is to show the per-cent of all responding auctioneers who perform each task and an index figure which reflects the average time these performers spent on a given task. The index numbers have the following meaning:

0 - Not Performed	3 - Slightly Below Average	6 - Above Average
1 - Very Much Below Average	4 - About Average	7 - Very Much
2 - Below Average	5 - Slightly Above Average	8 - Above Average

Also, given is a comparison of the job performance of part-time with full-time self employed auctioneers and likewise a comparison of those who work in auction houses and those who don't.

While all of the tasks were included in the final Catalog, either as separate items or incorporated into other items, a ranking of the tasks by per-cent of performance indicates which are more often accomplished in the work place and thus which should receive the greatest attention by the instructor.

Summary of Results

1. The auctioneers who perform the widest range of tasks are those who are self-employed full-time and who are associated with an auction house.

2. All duties except one, are incorporated in the Catalog, since a significant number of auctioneers perform them and since educational programs based on the Catalog should include a wide rather than a narrow range of experiences.

3. The duty "Auction by Mail" was eliminated since few auctioneers perform that duty or the tasks associated with it.

Chart 1 — Summary of Responses to the "Occupational Survey"

Duty and Task	Categories of Auctioneers					
	All Respondants		Self Employed		Auction House	
	% of Response	Time Spent	Part Time	Full Time	Yes	No
	568		279	121	195	358
A. OBTAINING SALE MERCHANDISE TO AUCTION						
1. Identify prospective clients	73	4.16	69	84	74	72
2. Advertise auctioneering specialties to obtain clients	71	4.01	71	84	78	70
3. Negotiate sales contract with owner or agent of goods	88	4.59	89	91	88	88
4. Act as agent for owner of merchandise	77	4.80	78	88	81	85
5. Purchase merchandise for sale at auction	43	3.50	42	51	63	31
6. Write bills of sale	82	4.71	84	87	85	80
7. Write contracts with consignor for commission sales	70	4.66	68	76	77	65
8. Write indemnification agreements	40	3.87	39	47	42	39
9. Write bulk sale affidavits	33	3.76	33	43	38	31
B. APPRAISAL OF ITEMS						
1. Interview owner	88	4.71	87	94	86	89
2. Review history of items	82	4.33	59	88	80	83
3. Determine physical condition of items	91	4.98	91	95	91	92
4. Ascertain book value	72	4.44	69	76	73	71
5. Estimate market value	87	4.79	85	90	88	87
6. Prepare overall and/or itemized appraisal of findings	68	4.33	65	81	72	66
7. Prepare description of items' condition for bidders	76	4.58	77	84	74	77
8. Use appraisal as basis for bidding	58	4.21	58	64	61	56
C. ADVERTISING						
1. Select advertising media	86	4.93	89	94	85	87
2. Prepare newspaper ads	92	5.32	95	96	91	92
3. Prepare posters, handbills, and circulars	84	4.85	84	93	84	84
4. Prepare descriptive catalogs and pamphlets	50	3.92	44	70	50	50
5. Prepare radio announcements	29	3.55	28	42	31	27
6. Prepare television announcements	6	3.68	5	13	8	5
7. Make telephone contacts	83	4.28	85	90	88	82
8. Make personal contacts	89	4.53	89	93	90	89
9. State legal statements relative to sale in advertising copy	73	4.32	73	76	71	74
10. Evaluate impact of advertising	76	4.60	75	84	76	76

Chart I — Summary of Responses to the "Occupational Survey"

Duty and Task	Categories of Auctioneers					
	All Respondants		Self Employed		Auction House	
	% of Response	Time Spent	Part Time	Full Time	Yes	No
	568		279	121	195	358
D. MAINTAIN A BUSINESS OFFICE						
1. Maintain record of each item offered for sale	83	5.14	83	92	86	82
2. Maintain record of interesting features of the auction	60	4.00	56	75	66	56
3. Maintain a file for each auction	86	5.20	88	96	86	86
4. Prepare business tax forms	64	4.58	59	80	71	63
5. Maintain a business office	68	4.83	61	89	73	66
6. Keep a set of accounting books	74	4.96	73	84	78	72
7. Maintain a prospectus of business accomplishments	55	4.13	50	71	64	50
8. Maintain a library of books dealing with current auctioneering law and practice	65	3.98	60	80	71	62
9. Prepare business correspondence	64	4.20	59	85	68	62
10. Hire office staff	36	4.29	28	54	46	31
11. Prepare government regulatory forms	45	4.04	40	61	55	40
E. PRE-AUCTION PROCEDURES						
1. Discuss sale procedure with owner of goods	96	5.27	98	98	96	95
2. Arrange appropriate number of auctions according to availability of goods	77	4.80	75	85	87	71
3. Select location for sale	84	4.70	83	89	86	82
4. Select appropriate time for sale (s)	92	4.98	94	93	91	92
5. Arrange transportation of sale items	64	4.49	64	75	73	60
6. Arrange storage of items until sale	62	4.40	61	71	76	55
7. Prepare items for sale and preview by prospective bidders	81	4.80	79	90	86	78
8. Determine sequence for selling items	87	5.04	88	93	91	85
9. Post terms of auction at sale site	69	4.55	70	75	72	68
10. Prepare identification tag for prospective bidders	79	4.82	83	77	79	78
11. Determine how premises may be made attractive for sale	77	4.75	76	86	81	74
12. Purchase insurance on sale goods	32	3.93	30	46	42	28
13. Prepare auctioneer's catalog	38	4.09	29	56	40	36
14. Hire clerk	85	4.87	89	90	81	86
15. Hire assistants	83	4.75	85	89	81	84
16. Establish fee schedule for seller and/or buyer	75	4.89	76	84	80	72
17. Select and orient security personnel	53	4.20	48	67	56	52
18. Inventory available goods	70	4.86	70	76	73	68

Chart I — Summary of Responses to the "Occupational Survey"

Duty and Task		Categories of Auctioneers					
		All Respondants		Self Employed		Auction House	
		% of Response	Time Spent	Part Time	Full Time	Yes	No
		568		279	121	195	358
F.	**AUCTION PROCEDURES**						
1.	State conditions of the sale	98	5.05	99	98	97	98
2.	Take charge of the sale	98	5.51	99	99	96	98
3.	Modify order of sale to accomodate bidders	82	4.38	85	84	85	80
4.	Follow announced order of sale	93	5.17	92	94	93	93
5.	Negotiate complaints to protect buyer and seller of items	91	4.88	90	93	93	90
6.	Describe item verbally before accepting first bid	95	5.29	95	93	95	95
7.	State rate of increments	60	4.41	59	60	67	57
8.	Initiate bidding	68	4.55	65	73	77	66
9.	Identify bidders	79	3.80	76	79	84	76
10.	Maintain bidding	80	4.82	79	86	83	79
11.	Establish procedure for "book bids" by non-attenders	53	4.96	48	56	59	49
12.	Place bid for an absent owner of merchandise	47	4.34	45	49	51	44
13.	Identify and deal with persons who disrupt bidding	82	3.45	81	84	89	78
14.	Spot and disperse silent rings	54	4.19	50	66	62	50
15.	Deal with disputes between bidders	92	4.09	93	95	95	93
16.	Deal with persons who refuse to buy item for which they were the successful bidder	89	4.60	88	93	94	76
17.	Deal with the "knock and buy" artists	63	4.40	61	71	67	61
18.	Deal with irresponsible bidders	79	4.26	74	83	85	76
19.	Establish procedure for group selling	56	4.29	52	67	63	53
20.	Use of an audible chant during bidding	87	5.39	85	88	90	86
21.	Use of accurate gestures	88	5.13	85	92	90	87
22.	Direct flow of sales merchandise	88	5.17	85	91	93	85
23.	Assist successful bidders to locate purchased items	85	4.66	85	84	88	82
24.	Pass by items offered for which there are no bids	70	3.87	75	58	67	71
25.	Act as a "ring worker"	60	4.06	52	57	67	57
26.	Identify nickel/dime bidder	57	4.30	58	49	59	57

Chart I — Summary of Responses to the "Occupational Survey"

Duty and Task		Categories of Auctioneers				
	All Respondants % of Response	Time Spent	Self Employed Part Time	Self Employed Full Time	Auction House Yes	Auction House No
	568		279	121	195	358
G. POST-AUCTION PROCEDURE						
1. Complete sales agreements with successful bidders	71	4.66	70	78	70	72
2. Collect money from successful bidders	76	4.95	79	80	69	80
3. Prepare expense statement for consignor	79	5.03	80	79	78	76
4. Calculate personal cost and profit	80	4.93	81	83	80	78
5. Remove unsold items from the sale site	51	3.99	50	58	59	47
6. Remove personal items from the sale site	73	4.69	74	74	73	72
7. Disburse money collected to consignors	76	5.17	78	84	76	75
8. Prepare a report of sale for the client	86	5.31	89	90	85	86
9. Allow bidder to return an item for refund	68	3.49	72	64	70	66
H. AUCTION BY MAIL						
1. Advertise auctions by mail	66	4.49	65	76	65	65
2. Establish time for auction	78	5.00	76	80	75	76
3. Establish place for auction	72	4.94	69	79	74	70
4. Prepare catalogs for potential bidder	39	4.01	40	53	40	37
5. Mail catalogs to potential bidders	39	3.87	34	53	39	38
6. Maintain an "Order Book" in which to record the bids	33	4.40	34	35	32	34
7. Take bids by mail	33	3.20	32	41	31	33
8. Take bids by telephone or telegraph	41	3.17	39	49	47	38
9. Record bids in order of reception	36	3.95	39	36	34	56
10. Allow room bids at the time of the auction	47	4.57	46	53	54	43
11. Give the mail bid priority over the room bid	16	3.28	17	17	17	15
12. Announce bid progression by set increments	40	4.29	41	42	40	41
13. Give successful bid lowest price increment possible over second highest price bid	35	4.05	36	36	37	34
14. Guarantee quality of product	47	4.14	48	47	50	45
15. Sell "as is"	78	4.91	75	77	82	75
16. Sell "buyer beware"	53	4.36	47	54	59	47

21:DD:59

Appendix B

AUCTIONEERING

A Catalog of Tasks, Performance Objectives, Performance Guides, Tools, and Equipment

October 1, 1981

Developed
by
The Commonwealth of Pennsylvania
at
Harrisburg Area Community College
by
Charles H. Clark, Ph.D.

This catalog was developed with the assistance of a grant from the Research Coordinating Unit of the Bureau of Vocational Education, Commonwealth of Pennsylvania.
Project No. 93-1001

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The major responsibility for the research, development, and writing of this Catalog belongs to Charles H. Clark, with special recognition to Harrisburg Area Community College professors, Truman Eddy, for his writing and editorial assistance and William Ferencz for his administrative supervision.

Charles H. Clark, Professor
Harrisburg Area Community College

INTRODUCTION

The Commonwealth of Pennsylvania is responsible for the research and development of this catalog. It used as its model one developed by the Vocational-Technical Education Consortium of States (V-TECS). V-TECS is a cooperative curriculum research organization involving sixteen states and three associate members which shares services, technology, and resources in an effort to provide a rational and systematic approach to the development of a curriculum based on the current methods and standards utilized by the industry being studied.

The V-TECS catalog includes those valid tasks that are currently being performed in auctioneering with those companion objectives and guides that conform to the standards recommended by the profession. This catalog, though not sponsored by V-TECS, follows the procedures and format as detailed in the V-TECS, "Technical Reference Handbook." This insures confidence in and promotes transportability of the catalog among cooperating states.

The major components in the production cycle as detailed in the "Technical Reference Handbook" and which were followed for this catalog were

1. identification of job titles for the specific areas of auctioneering,
2. development of a task list from the domain of job titles,
3. interviewing of job incumbents in order to validate the task lists,
4. surveying all auctioneers licensed by the Commonwealth of Pennsylvania,
5. analysis of the data collected from the occupational inventory survey,
6. identification and training of a writing team,
7. sub-division of tasks and duties into performance objectives and performance guides,
8. analysis of information received from the field review,
9. preparation of the final catalog.

DEFINITION OF TERMS

CATALOG — A comprehensive collection of performance objectives, performance guides, and related data organized by a job structure or career ladder within a domain.

COMPETENCY-BASED EDUCATION — Educational program in which students are given specific requirements for individual performances which must be met in order to advance in instruction.

CROSS-REFERENCE TABLE — A table that identifies the relationship among duties and tasks found in the occupational inventory and performance objectives in the final catalog.

DOMAIN — A group of job titles that are related on the basis of required skills and knowledge.

D.O.T. CODE — A nine-digit number identifying a specific occupation, taken from the Dictionary of Occupational Titles developed by the U.S. Department of Labor.

DUTY — A major segment of work, comprised of related tasks.

EDUCATIONAL CONSORTIUM — A group of state agencies, institutes, or other entities which have been legally constituted through letters of commitment, agreements, or by assignments of higher authorities to work together toward the solution of problems in education.

FIELD REVIEW SURVEY — The procedure for collecting ratings on the utility and format of the performance objectives and performance guides to aid in refining and further developing the finished catalog.

OCCUPATIONAL INVENTORY — A survey instrument listing the tasks performed and the tools/equipment used by job incumbents in an occupational domain.

O.E. CODE — A code developed by the U.S. Office of Education to identify a specific cluster of related jobs.

PERFORMANCE GUIDE — A series of steps required for performance of task, arranged in the sequence ordinarily followed.

PERFORMANCE OBJECTIVE

A statement in precise, measurable terms, of a particular behavior to be exhibited by a learner under specified conditions.

It is made up of three components which state the:

a. Condition - (the situation confronting the learner) which includes equipment provided or withheld, and other environmental constraints

b. Performance - (the specific behavior expected of the learner), and

c. Standard - (the specification of acceptable levels of performance) - given in either quantitative or qualitative terms, or both.

TASK

A unit of work activity or an operation that constitutes a logical and necessary step in the performance of a duty.

TASK ANALYSIS

A process of reviewing actual job content and context in business and industry for application to the development of performance objectives and quality control within a program of vocational-technical education.

TASK TIME-SPENT INDEX

An index of the time spent on each task appearing on an occupational inventory task list relative to the other tasks within the same duty.

WRITING TEAM

A team of people comprised of: instructors with subject matter expertise, local or state supervisors in the domain being developed, workers, and supervisors of incumbent workers. The writing team develops performance objectives and guides for selected task statements.

PURPOSE OF THE CATALOG

This catalog was designed to provide performance objectives and performance guides for each duty and task the auctioneer normally performs. Some of the possible uses of this catalog are

1. As a basis for developing a complete auctioneering instructional program designed to prepare persons to become auctioneers,

2. As a basis for developing specialized courses to aid licensed auctioneers,

3. The performance guides may be used by the instructor to systematize the process of student learning in each course and throughout a specified program of study,

4. The performance objectives may be added to already existing programs,

5. The performance objectives may be shared with the student prior to the beginning of instruction in order to provide the student with well defined goals of achievement,

6. Performance guides may be used to identify special qualifications or prerequisites a student must meet before entering the program.

DEVELOPMENT OF THE CATALOG

The methodology for developing this Auctioneering project is described in this section.

Preliminary Research

A search was made of the available literature which described the role of the auctioneer and the entire process by which an auction is conducted. Auctions were attended and auctioneers were interviewed in order to determine the actual functioning of the entire auctioneering operation. From this research an occupational inventory was developed to be administered to licensed auctioneers.

Description of the Population which was Surveyed

In order to obtain as large a group of respondents as possible, the survey was mailed to every auctioneer licensed by the Commonwealth of Pennsylvania. Thus included in the data are full-time and part-time auctioneers, persons who are self-employed and employed by another and those who have places of business and those who don't. After reviewing the results it was concluded that the overall results were most useful in determining the tasks which were most typical of the profession.

An initial letter was sent to each licensed auctioneer with a follow-up postcard and letter to those who did not initially respond. Since auctioneers are typically not in the office, a telephone follow up did not seem appropriate.

Dictionary of Occupational Titles Description of Auctioneers

DOT Codes 294.257.010 Auctioneer (ret tr; whole tr.) Associated titles are Auctioneer, Automobile Auctioneer, Furniture Auctioneer, Livestock Auctioneer, Real Estate Auctioneer, and Tobacco Auctioneer.

Analysis of the Data

Of the 1,465 surveys mailed, 716 forms were returned for about a 48.9% rate of return, of these 575 were usable. There were two useful figures compiled for each task, one was the percentage of auctioneers engaged in each task and the second was the "time spent" index number for those who did engage in the task. If more than 30% of the auctioneers, particularly those who were full time, self-employed, and owned their own place of business, were engaged in the task it was included in the list presented to the writing team. The appendix reflects the percentage of all auctioneers who engage in the task and the "time spent" index figure for those who did carry it out. Since a beginning auctioneer may not know what type of auctioneering he or she will engage in, it was decided to include a wide variety of activities rather than just a selected few activities, which might pertain to only a few auctions.

The Writing Team

The writing team was selected from persons nominated by the president of the Pennsylvania Auctioneering Association. All of them were full-time auctioneers who operated their own auction houses and have been in the business ten or more years. Since these were busy businessmen it was possible to meet only one day for nine hours.

The time was too short for non-educators to write educational performance objectives and achievements. The training of the team should have been carried out on the first day and the actual writing of the catalog continued in cooperation with the educational team on the following two days. Although the men were extremely knowledgeable about their business, it was difficult for them to transcribe that knowledge into the educator's language. They were, however, able to prepare their basic ideas allowing the educators the flexibility to place them in proper perspective.

The Writing Team was composed of auctioneers:

Mark Kistler, Emmaus
Arden Merbach, Philadelphia
Larry Reed, DuBois

The Field Review

This was conducted to see if the completed duties and tasks were written in such a manner that they could be taught. The review was conducted by Mr. Stephen J. Martin, executive vice-president, Certified Auctioneers Education Institute at the University of Indiana at Bloomington, Indiana. There are few auctioneering schools in the nation and this is the only one which provides in-depth instruction for experienced auctioneers.

The reviewer made few changes in the material, only adding one or two additional performance steps for several tasks.

Elements of the Catalog

This catalog is comprised of performance objectives and performance guides which were prepared from the job related task statements from the Occupational Inventory. Each performance objective contains the following elements:

1. the title of the task,
2. a job relevant standard for measuring successful performance of the objectives,
3. the conditions describe the tools, persons or situation which will have an impact on student performance,
4. the performance guide contains the steps which are necessary to complete the task.

The primary source of performance standards is the experience of the writing team. At the time of the preparation of this Catalog no other authoritative published work was available.

DUTY: Obtaining Sale Merchandise for Auction

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1. PERFORMANCE OBJECTIVE:

TASK: List Types of Sources of Sale Merchandise

STANDARD: The list must contain all the categories of consignors and sellers of merchandise and the type of goods each can be expected to provide.

CONDITIONS:

Directories
Catalogs
Price Lists
Newspapers
Auction News
Sales brochures
"Select List" of lawyers who are appointed trustees for bankruptcies

PERFORMANCE GUIDE:

1. List each type of person or organization that could be considered as a consignor or a seller of merchandise.

2. Record the type(s) of merchandise each consignor and/or seller might provide.

DUTY. Obtaining Sale Merchandise for Auction

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2. PERFORMANCE OBJECTIVE:

TASK: Describe Methods of Contacting Sources of Merchandise.

STANDARD: Each description must include the steps for contacting the seller or consignor and its advantages and limitations.

CONDITIONS:

Sources of merchandise
Advertising outlets
Telephone
Writing materials
Printed materials

PERFORMANCE GUIDE:

1. Voice Communication:
   a. make contact by visit or telephone,
   b. present auctioneering capabilities,
   c. present operational method,
   d. state services which are offered in addition to auctioneering,
   e. indicate how you may be contacted.

2. Written Communication:
   a. prepare a letter for your personal signature,
   b. distribute printed materials,
   c. present auctioneering capabilities,
   d. present operational method,
   e. state services which are offered in addition to auctioneering,
   f. indicate how you may be contacted.

3. Order by mail:
   a. select merchandise to be purchased from advertisements or catalogs,
   b. fill out appropriate order form,
   c. place in mail.

4. Advertise:
   a. select marketing area,
   b. use appropriate media,
   c. use appropriate advertising copy.

5. State the advantages of each method.

6. State the limitations of each method.

DUTY: Obtaining Sale Merchandise for Auction

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3. PERFORMANCE OBJECTIVE:

TASK: Write a Contract to Act as Agent for Consignor.

STANDARD: The contract must include clauses containing date, place, and time of the auction, the auctioneer's commission, the expenses of the auction to be paid by the consignor, description of the merchandise to be auctioned, the auctioneer's obligation regarding the transportation of goods, disposition of unsold merchandise, indemnification of the auctioneer, purchase of insurance, and the date of the settlement of the account.

CONDITIONS: Merchandise to be sold

PERFORMANCE GUIDE:

1. Identify the important items to be included in an agreement with the consignor.
2. Incorporate identified items into a written agreement.
3. Write an indemnification contract.
4. Execute the agreement in triplicate, placing one copy each with the auctioneer, the consignor and a bank or an attorney.

DUTY: Obtaining Sale Merchandise for Auction

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4. PERFORMANCE OBJECTIVE:

TASK: Purchase Merchandise for Auction

STANDARD: Purchased merchandise must be backed up by a completed bill of sale and a bulk sales agreement.

CONDITIONS: List of sources of sale merchandise
Bill of sale
Bulk sales affidavit

PERFORMANCE GUIDE:

1. Select merchandise which promises to be profitable, by considering the reliability of the source, cost of the merchandise, transportation fees, handling cost and the estimated market value of the item.
2. Complete a bill of sale.
3. Complete a bulk sales agreement.
4. Keep all records of the transaction.

DUTY: Obtaining Sale Merchandise for Auction

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5. PERFORMANCE OBJECTIVE:

TASK: Prepare a Vita.

STANDARD: The vita must include explanations of your personal training and experience, your abilities, the types of professional services you provide, the types of merchandise you auction, and information about your business.

CONDITIONS:

Persons to contact with merchandise

PERFORMANCE GUIDE:

1. Select the desired style of display.
2. Determine the format.
3. Include personal responses to your auctioneering ability.
4. Include the latest information regarding your experiences.
5. Use the folder when contacting prospective clients.

DUTY: Appraisal of Items

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6. PERFORMANCE OBJECTIVE:

TASK: Interview Owner

STANDARD: The interview must result in a list of verified facts and conditions and in obtaining documents which affect the value of the item.

CONDITIONS: An item about which the value, history or condition is unknown

PERFORMANCE GUIDE:

1. Make appointment with the owner for the interview.
2. Explain the appraisal process to the owner.
3. Determine the type of appraisal desired by the owner.
4. Determine the owner's purpose for selling the item.
5. Note pertinent facts during the interview.
6. Examine the item.
7. Determine the history and condition of the item.
8. List the significant features of the item.
9. Verify the observations concerning the item with the owner.
10. Review relevant documents.

DUTY: Appraisal of Items

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7. PERFORMANCE OBJECTIVE:

TASK: Review Reference Materials

STANDARD: The review must result in a list of all references which are used and a record of the information which has an impact on the value of the merchandise.

CONDITIONS: The library
Sources of information
Formal citation procedure
Formal bibliographic procedure

PERFORMANCE GUIDE:

1. Locate the reference materials.
2. Cite each reference work.
3. List the names of the reference works in a Bibliography.
4. Record the information.

DUTY: Appraisal of Items

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8. PERFORMANCE OBJECTIVE:

TASK: Determination of the Physical Condition of Each Item.

STANDARD: The description of those physical features, which will have an impact on the value of each item, will be recorded.

CONDITIONS: Item to be auctioned.

PERFORMANCE GUIDE:

1. Examine each item.
2. Record each item's physical features.
3. Note unusual features and record any defects.
4. Photograph valuable items.
5. Prepare a description of each item's overall physical appearance.

DUTY: Appraisal of Items

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9. PERFORMANCE OBJECTIVE:

TASK: Compare Item with Similar Items

STANDARD: The comparison must contain all of the characteristics which are being compared.

CONDITIONS: An item to be appraised
Similar items
Comparison sheet

PERFORMANCE GUIDE:

1. Compare the item directly with similar items offered at recent auctions.
2. List the characteristics of those items with which the comparison is being made.
3. State the results of the comparison.

DUTY: Appraisal of Items

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10. PERFORMANCE OBJECTIVE:

TASK: Estimate the Market Value

STANDARD: The estimate must be written and set forth the facts upon which it was based.

CONDITIONS: Item of known physical condition and history.

PERFORMANCE GUIDE:

1. Review all the information about an item that has an impact on its value.
2. Describe the basis for the estimate.
3. Formulate an estimate of its value.

DUTY: Appraisal of Items

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11. PERFORMANCE OBJECTIVE:

TASK: Prepare Itemized Appraisal of Findings for Owner

STANDARD: The findings must contain each item's name, quantity, location, condition and estimated market value.

CONDITIONS: Set of appraised items

PERFORMANCE GUIDE:

1. Systematically prepare a list of items for appraisal.
2. Note the location of each item.
3. State information about each item which affects its market value gathered from examination and reference materials.
4. Estimate the market value of each item.
5. Total the estimated market value of all items.
6. Record date of the appraisal.
7. Describe the system which was used to make the appraisal.
8. Sign the appraisal.
9. State the qualifications of the appraiser.
10. State if the appraiser has an interest in the items.

DUTY: Maintain a Business Office

12. PERFORMANCE OBJECTIVE:

TASK: Select Stationery

STANDARD: The information on the stationery must include a logo, complete address, complete telephone number, and the full name of the company.

CONDITIONS: Stationery

PERFORMANCE GUIDE:

1. Choose style, quality, and color of paper.
2. Choose style of print for the letterhead.
3. Design a logo.
4. Determine the information to be included on the letterhead.
5. Determine quantity of stationery and envelopes.

DUTY: Maintain a Business Office

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13. PERFORMANCE OBJECTIVE:

TASK: Prepare Business Correspondence

STANDARD: The correspondence must be written in the proper format and signed by the auctioneer.

CONDITIONS: Correspondence received

PERFORMANCE GUIDE:

1. Prepare draft of correspondence.
2. Use business letter style.
3. Correct any errors in draft correspondence.
4. Transmit text to secretary for final typing.
5. Provide address of the recipient of the letter.
6. Sign final original copy of the letter.

DUTY: Maintain a Business Office

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14. PERFORMANCE OBJECTIVE:

TASK: Prepare Government Regulatory Forms

STANDARD: Each form must be completed according to its particular instructions.

CONDITIONS: Government forms

PERFORMANCE GUIDE:

1. Know all of the situations which require forms.

2. List mandatory forms including:
   a. gun and ammunition sales,
   b. tax forms,
   c. business forms.

3. Fill out each form according to its specific set of directions.

DUTY: Maintain a Business Office

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15. PERFORMANCE OBJECTIVE:

TASK: Keep a Set of Accounting Books.

STANDARD: Each transaction must be accurately recorded in the proper account and correctly totaled. The cash and credit flow of the business should be readily determined.

CONDITIONS: Completed financial transactions

PERFORMANCE GUIDE:

1. Determine the types of accounting options available.
2. Select a generally accepted accounting method.
3. Acquire accounting ledgers.
4. Record transactions.
5. Prepare analysis of records.
6. Maintain records.

DUTY: Maintain a Business Office

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16. PERFORMANCE OBJECTIVE:

TASK: Employ Office Staff

STANDARD: The staff selected must meet the qualifications for the job without regard to sex, color, or other discriminatory practice.

CONDITIONS: List of positions
Qualifications for each position
Persons seeking employment

PERFORMANCE GUIDE:

1. Advertise available positions with required qualifications.
2. Issue applications to interested persons.
3. Review applications to determine best qualified persons.
4. Interview best qualified applicants.
5. Advise applicants of duties of the position.
6. Review results of interviews.
7. Select successful candidates.
8. Notify all applicants of the decision regarding their application for employment.

DUTY: Maintain a Business Office

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17. PERFORMANCE OBJECTIVE:

TASK: Orient Office Employees

STANDARD: The orientation must accurately present to the employees all relevant regulations, policies and responsibilities pertaining to their respective positions.

CONDITIONS: Employees
List of work procedures
List of duties and tasks
List of company policies

PERFORMANCE GUIDE:

1. Explain the purpose of the auction.
2. Present rules governing the conduct of all employees.
3. Review the duties of each respective employee position.
4. Assign each employee a specific duty station.
5. Discuss any concerns with the employees.
6. Establish a job review mechanism for all employees.

DUTY: Maintain a Business Office

18. PERFORMANCE OBJECTIVE:

TASK: Maintain a Library of Books Dealing with Current Auctioneering Law and Practice.

STANDARD: The library must contain materials which explain auctioneering law, pricing techniques, auctioneering techniques and managerial principles.

CONDITIONS: Bibliographic information

PERFORMANCE GUIDE:

1. Locate sources of auctioneering books, periodicals and other materials.
2. Review examination copies of selected publications.
3. Purchase one or more publications dealing with auctioneering law, pricing techniques and auctioneering techniques.
4. Catalog all publications.
5. Store publications in a clean, dry place.

DUTY: Maintain a Business Office

---

19. PERFORMANCE OBJECTIVE:

TASK: Maintain a File for Each Auction

STANDARD All papers for each auction should be filed in an orderly and easily accessible manner.

CONDITIONS: Papers for each auction

PERFORMANCE GUIDE:

1. Collect all papers relative to the auction.
2. Record sequence of events regarding the sale.
3. Place all papers sequentially in a file folder.
4. Place file folder in a fireproof storage receptacle.
5. Store in a readily accessible area.
6. Catalog all materials.

20. PERFORMANCE OBJECTIVE:

TASK: Select Potential Customers

STANDARD: The list must contain the names and addresses of persons who are known or thought to be interested in the merchandise and who are located in the marketing area.

CONDITIONS: Location of the auction.
Directories of persons residing near the auction.
Lists of persons interested in the merchandise.

PERFORMANCE GUIDE:

1. Decide on the geographic boundaries of the marketing area.
2. Review lists of potential customers.
3. Select names of the persons to be contacted.

DUTY: Advertising

21. PERFORMANCE OBJECTIVE:

TASK: Prepare Mailing Lists

STANDARD: The mailing lists must contain the names, addresses and Zip Codes of potential customers.

CONDITIONS: Items to be auctioned
Location of the market area
Directories

PERFORMANCE GUIDE:

1. Prepare a master list of potential customers.
2. Prepare list of specialty customers.
3. Divide lists according to Zip Code.
4. Store lists in clean, dry area.

DUTY: Advertising

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22. PERFORMANCE OBJECTIVE:

TASK: Select Advertising Media

STANDARD: The selected media must display the required information, reach the desired audience and be cost effective.

CONDITIONS: Prospective clients
Projected marketing area
List of available media

PERFORMANCE GUIDE:

1. Compose a list of all the names and addresses of the advertising media servicing the marketing area.
2. Determine the major use of each type of media.
3. Determine the cost for each type of available advertising display.
4. Compare the pros and cons of each type of media.
5. Select the most cost effective media.

DUTY: Advertising

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23. PERFORMANCE OBJECTIVE:

TASK: Prepare Newspaper Ads

STANDARD: The information in the ad must attract bidders, meet legal requirements, and be within the budgetary limitations of the consignor.

CONDITIONS: Prospective clients
Merchandise to be auctioned
Newspapers
Marketing area

PERFORMANCE GUIDE:

1. Determine the advertising budget.
2. Itemize the advertising cost in the consignor's contract.
3. Follow the rules of the newspaper for preparing ads.
4. Write the copy which will include:
   a. time and place of the auction,
   b. names of the persons conducting the auction,
   c. merchandise being auctioned,
   d. time special items will be auctioned,
   e. necessary legal statements,
   f special facilities which are available,
   g. conditions and terms.
5. Make statements attractive to potential customers.
6. Lay copy out in an attractive manner.
7. Keep price of ad within budgetary limits.

DUTY: Advertising

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24. PERFORMANCE OBJECTIVE:

TASK: Prepare Posters, Handbills, and Circulars

STANDARD: The information included in these notices must attract bidders, meet legal requirements, be within budgetary limitations and be distributed properly.

CONDITIONS: Merchandise to be auctioned
Posters
Handbills
Circulars
Marketing area
Prospective clients

PERFORMANCE GUIDE:

1. Determine the advertising budget.
2. Itemize the advertising cost in the consignor's contract.
3. Prepare copy which will include the following information about the auction:
   a. time and place of the auction,
   b. persons conducting the auction,
   c. list of merchandise,
   d. necessary legal statements,
   e. special facilities which are available,
   f. conditions and terms.
4. Make statements attractive to marketing area.
5. Lay copy out in an attractive manner.
6. Select size and/or number of pages.
7. Keep price of ad within budgetary limits.

DUTY: Advertising

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25. PERFORMANCE OBJECTIVE:

TASK: Prepare Descriptive Catalogs and Pamphlets

STANDARD: The information included in these publications must attract bidders, meet legal requirements, be within budgetary limitations, and contain complete information regarding the merchandise.

CONDITIONS: Marketing area
Prospective clients
Merchandise to be auctioned
Catalogs
Pamphlets

PERFORMANCE GUIDE:

1. Determine the advertising budget.
2. Itemize the advertising cost in the consignor's contract.
3. Prepare copy which will include the following information about the auction:
   a. time and place,
   b. persons conducting the auction,
   c. description of merchandise,
   d. time special items will be offered,
   e. legal statements,
   f. special facilities,
   g. conditions and terms,
   h. photographs when necessary.
4. Prepare attractive layout of copy.
5. Determine size and/or number of pages.
6. Establish budget cooperatively with the consignor.

DUTY: Advertising

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26. PERFORMANCE OBJECTIVE:

TASK: Make Telephone Contacts

STANDARD The information included in these calls must attract bidders, identify the auctioneer, give time and place of the auction, and highlights about the merchandise which would be of interest to the prospective bidder.

CONDITIONS: Marketing area
Prospective clients
Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Determine the budget.
2. Itemize the cost in the consignor's contract, if applicable.
3. Prepare a list of prospective customers.
4. Prepare a statement which will be read to persons over the telephone.
5. Determine the time when persons should be called.
6. Call prospective customers.

27. PERFORMANCE OBJECTIVE:

TASK: Prepare Television Announcements

STANDARD: The announcements must include time and place of the auction, name of the auctioneer, highlights regarding the merchandise, significant conditions, and terms and photographs or movie film.

CONDITIONS: Marketing area
Prospective viewers
Merchandise to be auctioned
Television stations

PERFORMANCE GUIDE:

1. Determine the advertising budget.

2. Itemize the advertising cost in the consignor's contract.

3. Select the television station which will be most cost effective for the marketing area. Consider the following:
   a. size of audience,
   b. type of viewer,
   c. time when desired audience is viewing,
   d. cost of telecast.

4. Provide the television station with the information for the announcements.

DUTY: Advertising

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28. PERFORMANCE OBJECTIVE:

TASK: Prepare Radio Announcements

STANDARD: The announcement must include time and place of the auction, name of the auctioneer, highlights regarding the merchandise, significant conditions and terms of the auction and interesting audio tapes.

CONDITIONS: Marketing area
Prospective clients
Merchandise to be auctioned
Radio stations

PERFORMANCE GUIDE:

1. Determine the advertising budget.

2. Itemize the advertising cost in the consignor's contract.

3. Select the stations which are most cost effective for the marketing area. Consider the following:
   a. size of the audience,
   b. type of listener,
   c. time when desired audience is listening,
   d. cost of broadcast.

4. Provide the radio station with information for the announcements.

DUTY: Advertising

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29. PERFORMANCE OBJECTIVE:

TASK: Evaluate the Impact of the Advertising

STANDARD: The evaluation must include information about the number of registered bidders, the characteristics of the bidders, the type of merchandise sold, and the bidder's source of information about the auction.

CONDITIONS: Information about advertising for a completed auction

PERFORMANCE GUIDE:

1. Give each person attending a registration card.
2. Ask each registrant to indicate on the registration form how he/she found out about the auction.
3. Collect the registration forms.
4. Tally the results.
5. Compare the number in attendance against the number contacted by each of the various media.

DUTY: Advertising

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30. PERFORMANCE OBJECTIVE:

TASK: Investigate Membership in Community and Business Associations

STANDARD: The investigation must include information about community and business associations that will help the auctioneer's professional and community image, obtain sales, and provide professional expertise.

CONDITIONS: List of community organizations
List of business associations
Information concerning each organization and association.

PERFORMANCE GUIDE:

1. Determine the organizations which are available to join.
2. Research the characteristics of each organization.
3. Join the organizations which will:
   a. improve public relations in the community,
   b. improve professional expertise,
   c. improve sales.

31. PERFORMANCE OBJECTIVE:

TASK: Clean Merchandise for Auction

STANDARD: Merchandise must be cleaned according to the terms of the contract and meet any legal requirements.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Review consignor's contract and legal requirements for cleanliness of merchandise sold at auction.

2. Clean merchandise according to requirements.

DUTY: Pre-auction Procedures

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32. PERFORMANCE OBJECTIVE:

TASK: Schedule the Auction

STANDARD: The schedule must include the date and time which will attract the maximum audience for the merchandise to be auctioned.

CONDITIONS: Merchandise to be auctioned
Prospective bidders

PERFORMANCE GUIDE:

1. Schedule an auction when sufficient merchandise is available.

2. Determine the auction date after considering:
   a. competing auctions,
   b. pay days of prospective buyers,
   c. community events,
   d. holidays,
   e. consignor requests.

3. Set the time of auction after considering:
   a. the availability of parking facilities,
   b. consignor wishes,
   c. the availability of prospective buyers.

DUTY: Pre-auction Procedures

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33. PERFORMANCE OBJECTIVE:

TASK: Arrange Transportation of Merchandise to Storage or Auction Site

STANDARD: All merchandise must be received either at the auction site or storage area without damage, and in the least expensive manner.

CONDITIONS: Merchandise to be auctioned
Transportation facilities

PERFORMANCE GUIDE:

1. Determine the type of merchandise to be transported.
2. Obtain list of transportation companies.
3. Compare services offered by the transportation companies.
4. Consider purchase of own conveyance vehicle.
5. Select most cost-effective method of transporting merchandise.

DUTY: Pre-auction Procedures

34. PERFORMANCE OBJECTIVE:

TASK: Store Merchandise until Auction

STANDARD: The storage conditions must preserve the value and security of the merchandise at a minimum cost.

CONDITIONS: Merchandise to be auctioned
Storage facilities

PERFORMANCE GUIDE:

1. Make a list of possible storage locations.
2. Determine the cost of storage at each location.
3. Inspect the security features at each location.
4. Determine if the storage area is suitable for the type goods to be stored.
5. Maintain a complete inventory of all goods placed in storage.
6. Select the storage area.
7. Supervise movement of goods into storage.

DUTY: Pre-auction Procedures

35. PERFORMANCE OBJECTIVE:

TASK: Prepare Merchandise for Review by Prospective Bidders

STANDARD: The displayed merchandise must attract bidders interest and offer security to the consignor.

CONDITIONS: Merchandise to be auctioned
Display area

PERFORMANCE GUIDE:

1. Locate each item to attract the greatest attention from prospective bidders.
2. Use appropriate show cases, display tables, lighting or other such equipment to highlight salient features of the merchandise.
3. Prepare instructions for audience behavior during the preview in order to protect the merchandise from damage or theft.
4. Prepare a plan to regulate audience movements.

DUTY: Pre-auction Procedures

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36. PERFORMANCE OBJECTIVE:

TASK: Determine Sequence in which Merchandise is to be Auctioned

STANDARD: Merchandise must be sequenced according to audience preference, the value of the merchandise, historical precedence of the auction, and request of the consignor.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Review inventory of appraised values.
2. Ascertain items for which there will be the greatest demand.
3. Arrange merchandise on the floor according to category and estimated value.
4. Place merchandise in the order in which they are to be auctioned according to:
   a. a first-come, first-serve basis at auctions at which the merchandise is arriving continuously throughout the day.
   b. historical precedent.
   c. saleable qualities.

DUTY: Pre-auction Procedures

37. PERFORMANCE OBJECTIVE:

TASKS: Post Terms and Conditions at the Auction Site

STANDARD: Posters should be displayed in conspicuous places with a detailed list of all terms and conditions.

CONDITIONS: Auction site
Posters

PERFORMANCE GUIDE:

1. List all terms and conditions on display posters.
2. Determine the number of posters needed.
3. Select the places where the posters are to be posted.
4. Fasten posters.
5. Supervise the placing of the posters.
6. Follow legal requirements for posting notices.

DUTY: Pre-auction Procedures

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38. PERFORMANCE OBJECTIVE:

TASK: Prepare Identificaton Tags for Bidders

STANDARD: Each tag will contain the bidder's number and personal information about the bidder on a tear-off portion retained by the auctioneer.

CONDITIONS: Prospective bidders

PERFORMANCE GUIDE:

1. Prepare an identification format which will include:
   a. bidder's number,
   b. bidder's name, address and telephone number, and credit information on a tear-off portion which will be retained for the auctioneer's business file.

2. Place bidder's identification number on large size cards which can be visible to the auctioneer from the audience.

3. Provide felt tip pens.

4. Give the bidder instructions on how to fill out his/her own tag.

5. Provide fasteners to secure tags to the bidder.

DUTY: Pre-auction Procedures

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39. PERFORMANCE OBJECTIVE:

TASK: Make Auction Site Attractive and Functional

STANDARD: The auction site must be free of undesirable clutter, provided with comfort and parking facilities, have accessibility, be secure and safe, and provide a clear view of the auctioneer by the bidders.

CONDITIONS: Auction site

PERFORMANCE GUIDE:

1. Prepare a total plan for the arrangement and location of each necessary function including:
   a. display area,
   b. parking,
   c. rest rooms,
   d. lunch facilities,
   e. business operation,
   f. auction block.
2. Make arrangements for securing each element of the plan.
3. Make sure the premises are clean and attractive.
4. Make the premises accessible.
5. Use signs to aid persons in locating the auction site.
6. Arrange the merchandise in an orderly and attractive fashion.
7. Make premises safe for all who will attend.
8. Adhere to legal requirements.

DUTY: Pre-auction Procedures

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40. PERFORMANCE OBJECTIVE:

TASK: Insure Auction Goods

STANDARD: The insurance purchased must be sufficient to cover the appraised value of the inventory, considering all possible losses and be the least expensive.

CONDITIONS: Merchandise to be auctioned
Insurance plans

PERFORMANCE GUIDE:

1. Determine the estimated value of the auction inventory.
2. Determine the amount and types of insurance coverage needed.
3. Contact several insurance agencies.
4. List the protection provided by each contract for the merchandise.
5. Compare relative cost with the protection afforded by the companies.
6. Choose the insurance which provides the most complete coverage at the lowest price.

41. PERFORMANCE OBJECTIVE:

TASK: Inventory Merchandise

STANDARD: All items to be auctioned must appear on the inventory with the estimated value of each. Items with an estimated value of less than $10 may be grouped.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Establish a systematic inventory process.
2. Classify the items.
3. Photograph unusual items or those of great value.
4. List the name of each item.
5. Describe the significant features of each item.
6. Obtain consignor's signature on inventory.

42. PERFORMANCE OBJECTIVE:

TASK: Explain Auction Procedures to the Consignor

STANDARD: The consignor must be satisfied that the procedures have been fully explained and are legal.

CONDITIONS: Consignor
Merchandise to be auctioned
Auction procedures

PERFORMANCE GUIDE:

1. List the auction procedures:
   a. the type and amount of advertising to be used,
   b. the terms and conditions of the sale,
   c. the date of the auction,
   d. the manner in which the item(s) will be delivered to the auctioneer,
   e. the arrangements for storage until the auction is held,
   f. the selection of the auction site,
   g. the record keeping process,
   h. the delivery of item(s) to successful bidders,
   i. the settlement of proceeds from the auction.

2. Explain the psychology of the auctioneering process.

3. Answer the consignor's questions.

43. PERFORMANCE OBJECTIVE:

TASK: Select the Location for the Auction

STANDARD: The site selected must be large enough to accommodate the expected audience, have sufficient parking facilities available, have space for the display of the merchandise to be auctioned, be cost effective, and be accessible to bidders regardless of the weather.

CONDITIONS: Merchandise to be auctioned
Projected audience
List of possible locations

PERFORMANCE GUIDE:

1. Review the nature of the items to be auctioned for mobility, quantity, and quality.

2. Determine the type of audience expected to attend

3. Evaluate the auction site for:
   a. size,
   b. accessibility,
   c. cost,
   d. parking,
   e. display area.

44. PERFORMANCE OBJECTIVE:

TASK: State Terms and Conditions of the Auction

STANDARD: The terms and conditions must include a full disclosure of all legal and procedural specifications which affect the auction and they will be stated before the auction begins.

CONDITIONS: Merchandise to be auctioned
Procedures of the auction
Laws regulating the auction

PERFORMANCE GUIDE:

1. Make all statements required by law.
2. State whether the auction is absolute or reserved.
3. State the procedures by which the sale will be conducted.
4. Identify whether or not employees are allowed to bid.
5. State procedures for:
   a. dealing with complaints,
   b. payment of merchandise,
   c. return of merchandise,
   d. removal of merchandise.

45. PERFORMANCE OBJECTIVE:

TASK: Take Charge of the Sale

STANDARD: Everyone's attention must be drawn to the auctioneer and the bidding.

CONDITIONS: Merchandise to be auctioned
Bidders
Amplification equipment
Auction block

PERFORMANCE GUIDE:

1. Use amplification equipment.
2. Place all assistants in their proper positions.
3. Call the crowd to assemble.
4. Establish contact with the audience:
   a. visual,
   b. auditory.
5. Solicit bids from the audience.

46. PERFORMANCE OBJECTIVE:

TASK: Modify the Sequence of Sale.

STANDARD: The modification must be clearly stated and be beneficial to the bidders and consignor.

CONDITIONS: Order for presentation of merchandise
Request from bidders for modification
Unanticipated condition indicating modification

PERFORMANCE GUIDE:

1. Consider reasons for modification; such as,
   a. bidders' request,
   b. unanticipated occurrences.

2. Review justifications for such a change with aides and staff.

3. Determine the impact of the change on:
   a. interest level of bidders,
   b. the value of the items remaining to be sold.

4. State the changes made in the order of sale.

DUTY: Auction Procedures

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47. PERFORMANCE OBJECTIVE:

TASK: Negotiate Complaints

STANDARD: The negotiated settlement must be satisfactory to both the seller and the buyer.

CONDITIONS: Complaint from a bidder

PERFORMANCE GUIDE:

1. Identify the problem.
2. Discuss possible solutions.
3. Protect the market value of the product.
4. Protect the customer's confidence in the auctioneer.
5. Select a solution.

48. PERFORMANCE OBJECTIVE:

TASK: Describe Item Verbally before Accepting the First Bid

STANDARD: The description must include the item's history, condition, usefulness, and estimated value.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. State the following information about the item:
   a. history,
   b. condition,
   c. usefulness,
   d. value.
2. Keep statements brief.
3. State information that will encourage bidding.
4. State only factual information.

49. PERFORMANCE OBJECTIVE:

TASK: Induce Opening Bid

STANDARD: The opening bid should be within 15%-20% of an item's estimated market value.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Estimate the market value of an item.
2. Know characteristics of audience.
3. Know expectation of consignor.
4. Suggest or ask for an opening bid.
5. Lower starting bid if initial suggestion is not accepted.

50. PERFORMANCE OBJECTIVE:

TASK: Establish Rate of Bidding Increments

STANDARD: The early increments must equal 10% of the estimated market value of the item and the increments will be reduced when the bidding nears the market value.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Establish rate of increment after opening bid is taken.
2. Sustain momentum of bidding by maintaining constant rate of increments.
3. Reduce rate of increment:
   a. bidding slows,
   b. estimated market value is approached.

DUTY: Auction Procedures

51. PERFORMANCE OBJECTIVE:

TASK: Follow Procedures for Including Sealed Bids Received by Mail

STANDARD: The mail bids must be placed in the bidding process according to the procedure.

CONDITIONS: Merchandise to be auctioned
Sealed bids

PERFORMANCE GUIDE:

1. Inform audience that mail bids have been accepted.
2. Accept mail bids starting at the market value of the merchandise.
3. Require 50% deposit in advance on all mail bids.
4. State that floor bids have precedence over mail bids.
5. Start bidding with those in attendance.
6. Place mail bids in the bidding process.

DUTY: Auction Procedures

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52. PERFORMANCE OBJECTIVE:

TASK: Identify Bidders

STANDARD: The proper person must be credited with each bid accepted by the auctioneer.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Have each bidder register and take a number prior to the beginning of the auction.
2. Insure that each bidder is recognized by registration number.
3. Arrange to have spotters identify correct bidder.
4. State successful bid.
5. Have clerk record successful bidder's number with item purchased.

DUTY: Auction Procedures

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53. PERFORMANCE OBJECTIVE:

TASK: Follow Procedure for Selling "Lots" of Merchandise

STANDARD: All merchandise in a given "lot" will be indentified and sold to the successful bidder.

CONDITIONS: Merchandise to be auctioned
"Lots" of merchandise

PERFORMANCE GUIDE:

1. Explain mechanics of "lot" bidding, including:
   a. the purchaser must take all items in that lot,
   b. the purchaser may take one or all of the items,
   c. other purchasers may buy items from the lot at the price of the successful bid.

2. Accept "lot" bids.

3. Identify successful bidder.

DUTY: Auction Procedures

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54. PERFORMANCE OBJECTIVE:

TASK: Deal with Persons Who Disrupt Bidding

STANDARD: Disrupters will be dispersed in a calm but firm manner without undue disruption of the bidding process.

CONDITION: Merchandise to be auctioned
Bidding
Persons who disrupt the bidding

PERFORMANCE GUIDE:

1. Spot persons who disrupt the bidding process; such as,
   a. "silent rings,"
   b. nickel and dime bidders.
2. Observe the operation of such bidders.
3. Disperse those who would disrupt the bidding momentum.

55. PERFORMANCE OBJECTIVE:

TASK: Resolve Disputes between Bidders

STANDARD: The successful bidder must be identified or the bidding will be reopened.

CONDITION: Bidding
Dispute

PERFORMANCE GUIDE:

1. Reserve the right before the auction begins to settle all disputes.
2. Hear the objections of the bidders.
3. Resolve the issue before continuing the auction.

DUTY: Auction Procedures

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56. PERFORMANCE OBJECTIVE:

TASK: Deal with Knock and Buy Bidders

STANDARD: Knock and buy bidders must be identified and their tactics and purpose exposed without disrupting the auction.

CONDITION: Merchandise to be auctioned
Persons critical of it to gain their own advantage

PERFORMANCE GUIDE:

1. Observe presence of "knock and buy" artists.
2. Demonstrate to the audience the value of the item.
3. Reveal the activity of the "knock and buy" persons to the audience.
4. Disperse the ring.

DUTY: Auction Procedures

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57. PERFORMANCE OBJECTIVE:

TASK: Use a Chant

STANDARD: The chant must follow the custom of the auction house, be informative and effective in eliciting bids from the audience.

CONDITIONS: Merchandise to be auctioned

PERFORMANCE GUIDE:

1. Enunciate words properly.
2. Project voice effectively.
3. Use few filler words.
4. Repeat price bid often.
5. Repeat desired increment.
6. Use rhythm.
7. Change pitch to encourage bidding.
8. Be enthusiastic.
9. Use gestures to highlight the primary features of the chant.

DUTY: Auction Procedures

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58. PERFORMANCE OBJECTIVE:

TASK: Direct Flow of Merchandise

STANDARD: The goods must flow promptly from the storage point to the auctioneer to the successful bidder so that all the goods are auctioned and all the purchased goods are delivered to the purchaser.

CONDITIONS: Merchandise to be auctioned
Runners
Clerk

PERFORMANCE GUIDE:

1. Have runner bring item to the auction block.
2. Have observers spot bids during the auction.
3. Direct runner to deliver auctioned item to successful bidder.
4. Direct clerk to record identification of successful bidder with amount bid and item purchased.

DUTY: Auction Procedures

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59. PERFORMANCE OBJECTIVE:

TASK: Work the Ring

STANDARD: Bids will be elicited in the audience by the auctioneer directly with bidding persons and bids will be recorded at the auctioneering block.

CONDITIONS: Merchandise to be auctioned
Bidding process

PERFORMANCE GUIDE:

1. Leave the auction block to enter the ring.
2. Place another person on the auction block to receive bids.
3. Explain previous amount bid to each remaining bidder.
4. Elicit bid from each bidder.
5. Relay each bid to person on the auction block.
6. Work from bidder to bidder until highest bid is obtained.

60. PERFORMANCE OBJECTIVE:

TASK: Complete Bill of Sale or Receipt for Successful Bidder

STANDARD: The agreement must contain a record of the items purchased, their condition, the bid for each, the total amount owed, the date of sale, and the purchaser's name and address.

CONDITIONS: Record of the auction

PERFORMANCE GUIDE:

1. Verify the description, quantity, and bid for each item purchased by each bidder from the Auctioneer's Record.
2. Compute the sales tax where applicable.
3. Determine the total amount to be paid and the method of payment.
4. Complete the sales contract with the date of the sale, cost of items purchased, deposit where applicable, name and address of the buyer, delivery information, total amount paid, and balance owed.
5. Secure full payment or deposit and promissory note.
6. Write a receipt.

DUTY: Post-auction Procedures

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61. PERFORMANCE OBJECTIVE:

TASK: Collect Money from Successful Bidders

STANDARD: The correct amount of money must be received in the form and within the time stipulated in the conditions of the auction.

CONDITIONS: Successfully sold item

PERFORMANCE GUIDE:

1. Establish procedures for the prompt recording of the results of the auction. They should include:
   a. a record given to the cashier immediately after the bidding is concluded which must include the name of the item purchased, the price which was bid, and the name of the purchaser,
   b. the terms when payment is made and when the ownership of the item is transferred,
   c. compilation of the list by the cashier, cost of items purchased by each bidder, and the total cost of the transaction.

2. Establish method of payment:
   a. credit,
   b. checks,
   c. down payment,
   d. full payment.

3. Establish procedure for determining the obligation of the defaulting bidder.

4. Provide a place at the auction site for handling financial transactions.

DUTY: Post-auction Procedures

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62. PERFORMANCE OBJECTIVE:

TASK: Prepare an Account of Sales

STANDARD: The Account of Sales must include expenses, commission, income, and amount due the consignor.

CONDITION: Documentation for a completed auction

PERFORMANCE GUIDE:

1. List consignor expense for the auction including:
   a. labor,
   b. advertising,
   c. clean-up,
   d. transportation,
   e. security.
2. Calculate sales commission.
3. List the income for each of the items auctioned.
4. List the total income for entire auction.
5. List the total expense money advanced to the auctioneer.
6. Determine the total amount of money to be received by the auctioneer and the consignor.

63. PERFORMANCE OBJECTIVE:

TASK: Allow a Bidder to Return an Item for Refund

STANDARD: Any refund must include the circumstances of the return and must not violate either the contract with the consignor or the laws.

CONDITION: Completed auction
Dissatisfied customer

PERFORMANCE GUIDE:

1. Determine reasons for the return of an item, which could include:
   a. the bidder was incompetent,
   b. the condition or quality of the goods were misrepresented by the auctioneer,
   c. the bidder mistakenly bid on the wrong item,
   d. a request of the consignor.

2. List the rules governing the return of an item.

DUTY: Post-auction Procedures

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64. PERFORMANCE OBJECTIVE:

TASK: Dispose of Unsold Merchandise

STANDARD: The merchandise must be kept safe and removed according to the terms of the contract and the law.

CONDITIONS: Completed auction

PERFORMANCE GUIDE:

1. Maintain control over all merchandise until it is disposed of.
2. Store unsold items in a secure place.
3. Determine cost of storage.
4. Determine legal considerations regarding disposition of merchandise.
5. Decide on the disposition of the merchandise according to the terms of the contract.
6. Determine the disposition of the merchandise when the highest bidder does not want to claim it.
7. Dispose of the merchandise.

DUTY: Post-auction Procedures

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65. PERFORMANCE OBJECTIVE:

TASK: Remove Auctioneer's Personal Items from the Auction Site

STANDARD: All the auctioneer's personal items must be accounted for and removed from the auction site.

CONDITION: Completed auction at site other than the auctioneer's Auctioneer's personal possessions

PERFORMANCE GUIDE:

1. List each item taken to the sale.
2. Place each item at a designated spot during the sale.
3. Maintain security for each item.
4. Assign a person to collect each item and bring it to a central location.
5. Inventory items according to the check list.
6. Place items in conveyance for return to place of business.
7. Review premises to be sure they are clean before departing.

APPENDIX A

TOOLS AND EQUIPMENT

EQUIPMENT BY PERCENTAGE RATING

Equipment Number	Equipment Description	Percentage Using	Number Using
19	Adding Machine	93.2	577
5	Signs Denoting Location of Auction	91.1	564
17	Cash Box	90.5	560
16	Amplification Equipment	87.6	542
1	Registration Form For Bidders	84.5	523
2	ID Tag For Bidders	80.3	497
20	Stapler	79.8	494
28	Truck, Pick Up Truck or Van	71.6	443
12	Staples	70.6	437
25	Display Tables	69.0	427
7	Identification Tags for Sale Items	59.3	367
22	Portable Podium	59.0	365
13	Tax Exemption Forms	54.6	338
14	Gavel	51.4	318
24	Chairs	50.4	312
3	Poster Stating Terms of Sale	48.9	303
8	Sale Agreement Forms for Items Purchased	48.8	302
11	Master Invoices	38.6	239
27	Hand Trucks	37.8	234
23	Tents	32.0	198
15	Gavel Block	29.8	184
4	Auctioneer's Catalog	28.8	178
26	Portable Heaters	27.4	154
10	Bidder Catalog	25.4	145
9	Deposit Agreement Forms	19.4	120
21	Auction Cart	18.1	112
6	Decorations at Auction Site	15.2	94
18	Cash Register	14.1	87
31	Sales Agreements Forms	6.3	39
29	Door Prizes	5.0	31
33	Sterilization Equipment	4.5	28
37	Lighting Equipment	4.5	28
51	Business Equipment For Field	3.8	24
34	Ticket Holders	3.0	19
35	Settlement Statements	3.0	19
30	Business Cards	2.7	17
36	Starting Cash	2.1	13
42	Display Cases	2.1	13
32	Auto Key Board	1.9	12
44	Ring for Livestock	1.4	9
43	Merchandise Covers	1.2	8
38	Fan	.5	3
39	Tape Recorder	.5	3
40	Paper Fastners	.5	3

Equipment Number	Equipment Description	Percentage Using	Number Using
50	Ropes	.5	3
59	Concessions Trailer	.5	3
48	Equipment for Coins	.3	2
53	Camera and Film	.3	2
54	Special Clothes	.3	2
58	Tent	.3	2
41	Halter	.2	1
45	Escrow Bonds	.2	1
46	Signs to Show Quality of Goods	.2	1
47	Absentee Bid Forms	.2	1
49	Slide Projector	.2	1
55	Music	.2	1
56	Admission Tickets	.2	1
57	Appraisal Form	.2	1
60	Computers	.2	1
61	Auctioneer's Platform	.2	1
62	Answering Machine For Telephone	.2	1
52	Trash Container	0	0

TOTAL RESPONDENTS 619

APPENDIX B

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APPENDIX C

CROSS-REFERENCE TABLE OF DUTIES, TASKS, AND PERFORMANCE OBJECTIVES

Duty/Task	Page Number	Stanine Values—Time Spent	Percent of Auctioneers Performing The Task
A. Obtaining Sale Merchandise for Auction			
1. List Types of Sources of Sale Merchandise	14	4.16	73
2. Describe Methods of Contacting Sources of Merchandise	15	4.59	88
3. Write a Contract to Act as Agent for Consignor	16	4.8	77
4. Purchase Merchandise for Auction	17	3.5	43
5. Prepare a Vita	18	4.13	55
B. Appraisal of Items			
6. Interview Owner	19	4.71	88
7. Review Reference Materials	20	4.44	82
8. Determine Physical Condition of Each Item	21	4.98	91
9. Compare Item with Similar Items	22	4.58	76
10. Estimate Market Value	23	4.97	87
11. Prepare Itemized Appraisal of Findings for Owner	24	4.58	68
C. Maintain a Business Office			
12. Select Stationery	25	4.20	64
13. Prepare Business Correspondence	26	4.20	64
14. Prepare Government Regulatory Forms	27	4.04	64
15. Keep Set of Accounting Books	28	4.96	74

	Duty/Task	Page Number	Stanine Values—Time Spent	Percent of Auctioneers Performing The Task
16.	Employ Office Staff	29	4.29	36
17.	Orient Office Employees	30	4.29	36
18.	Maintain a Library of Books Dealing with Current Auctioneering Law and Practice	31	3.98	65
19.	Maintain a File for Each Auction	32	5.14	83
D.	**Advertising**			
20.	Select Potential Customers	33		
21.	Prepare Mailing List	34		
22.	Select Advertising Media	35	4.93	86
23.	Prepare Newspaper Ads	36	5.32	92
24.	Prepare Posters, Handbills and Circulars	37	4.85	84
25.	Prepare Descriptive Catalogs and Pamphlets	38	3.92	50
26.	Make Telephone Contacts	39	4.28	83
27.	Prepare Television Announcements	40	3.68	6
28.	Prepare Radio Announcements	41	3.55	29
29.	Evaluate the Impact of the Advertising	42	4.60	76
30.	Investigate Membership in Community and Business Associations	43	4.13	55
E.	**Pre-Auction Procedures**			
31.	Clean Merchandise for Auction	44	4.81	81
32.	Schedule the Auction	45	4.98	91

	Duty/Task	Page Number	Stanine Values—Time Spent	Percent of Auctioneers Performing The Task
33.	Arrange Transportation of Merchandise to Storage or Auction Site	46	4.49	64
34.	Store Merchandise Until Auction	47	4.40	62
35.	Prepare Merchandise for Review by Prospective Bidders	48	4.81	81
36.	Determine Sequence in which Merchandise is to be Auctioned	49	5.04	87
37.	Post Terms and Conditions at the Auction Site	50	4.55	69
38.	Prepare Identification Tags for Bidders	51	4.82	79
39.	Make Auction Site Attractive and Functional	52	4.75	77
40.	Insure Auction Goods	53	3.93	32
41.	Inventory Merchandise	54	4.85	70
42.	Explain Auction Procedures to the Consignor	55	5.14	96
43.	Select the Location for the Auction	56	4.7	83
F.	**Auction Procedures**			
44.	State terms and Conditions of the Auction	57	5.05	98
45.	Take Charge of the Sale	58	5.51	98
46.	Modify the Sequence of Sale	59	4.38	82
47.	Negotiate Complaints	60	4.88	91
48.	Describe Item Verbally Before Accepting the First Bid	61	5.29	96
49.	Induce Opening Bid	62	4.55	68
50.	Establish Rate of Bidding Increments	63	4.41	60

Duty/Task	Page Number	Stanine Values—Time Spent	Percent of Auctioneers Performing The Task
51. Follow Procedures for Including Sealed Bids Received by Mail	64	3.8	53
52. Identify Bidders	65	4.82	79
53. Follow Procedure for Selling "Lots" of Merchandise	66	4.34	56
54. Deal with Persons Who Disrupt Bidding	67	4.19	82
55. Resolve Disputes Between Bidders	68	4.6	92
56. Deal with Knock and Buy Bidders	69	4.29	63
57. Use a Chant	70	5.39	87
58. Direct Flow of Merchandise	71	5.17	88
59. Work the Ring	72	4.06	60
G. Post-auction Procedures			
60. Complete Bill of Sale or Receipt with Successful Bidder	73	4.66	71
61. Collect Money From Successful Bidders	74	4.95	76
62. Prepare an Account of Sales	75	5.31	77
63. Allow a Bidder to Return an Item For Refund	77	3.49	68
64. Disposal of Unsold Merchandise	78	3.99	52
65. Remove Auctioneer's Items From the Sale Site	76	4.69	73

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61/DD/6A
64/DD/6A
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